

Ethnic Restaurants and Takeaways - UK - January 2017

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“It is becoming more important to provide additional reasons to visit, as ethnic restaurants face mounting pressures on recruitment, rising costs and weakening consumer confidence. Casual dining concepts that focus on communicating good food hygiene and offering leisure experiences should support growth but stand to impact on independent players.”

– **Trish Caddy, Foodservice Analyst**

This report looks at the following areas:

- **Lunch options can strengthen ethnic restaurants**
- **Produce high-quality and healthy dishes**
- **Digital innovation can add value to the dining experience**

The ethnic restaurants market is in growth but looks set to slow, as consumer confidence is expected to decline. Meanwhile, operators that actively seek new ways to drive efficiency and improve productivity may stand a chance to offset the impact of rising costs, namely the increase in business rates and food costs.

As the population of over-55s is forecast to grow, it becomes more important to provide additional reasons to visit and win favour among these older cohorts. Offering ethnic-styled grab-and-go lunch options should also help create more occasions for diners to use ethnic restaurants. Continued focus on communicating good food hygiene ratings looks much needed, given that more and more diners seek consensus that their purchase will be worthwhile.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Digital innovation can add value to the dining experience

The facts

The implications

The Market – What You Need to Know

Ethnic restaurants market is in growth

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- 26% of diners would spend up to £20 on a sit-down meal
- 58% of diners say good food hygiene ratings is most important
- 45% of diners turn to recommendations from friends or family
- Menus should display the nutritional content

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50% of diners want customisable dishes

40% of diners want grab-and-go lunch options

Frequency of Visiting Ethnic Restaurants/Takeaways

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